

Ministry of Education and Science of Ukraine  
National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute"

Department of International Economics

# **Transnational Corporations: coursework**

Recommended by the Methodological Council of Igor Sikorsky Kyiv Polytechnic Institute, as a manual for foreign students of "Bachelor" educational degree specialty 051 "Economics" "International Economics" specialization



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*Electronic online educational textbook*

## **Transnational Corporations: coursework**

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The textbook reflects recommendations for the coursework implementation in the discipline "Transnational Corporations", which contain general recommendations on its content and design. The text of the manual provides the procedure for the coursework defense and its evaluation criteria. It is intended for international students of specialty 051 "Economics", "International Economics" specialization «Bachelor» educational degree in full-time education at the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute", and other higher education institutions, as well as for teachers, postgraduates and specialists dealing with the international economic problems, especially the functioning and development of multinational corporations.

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## INTRODUCTION

The credit module "Transnational Corporations: Coursework" is intended for students of specialty 051 "Economics", "International Economics" specialization of «Bachelor» educational degree in full-time education at the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute" and other higher education institutions, as well as for teachers, postgraduates and specialists dealing with the international economic problems, especially the functioning and development of multinational corporations.

The module "Transnational Corporations: Coursework" provides detailed research of theoretical aspects of multinational companies' organization and activities, transnational production, and circulation in the global economy, as well as a practical implementation of mechanisms for the functioning and development of multinational companies. Special attention is given to the analysis of the current state and the trends formation in the development of transnational corporations. The elements and components of the economic mechanism and financing structure, using by transnational corporations, are considered.

The credit module belongs to the varied, free choice cycle disciplines of the student professional and practical training. Credit module is preceded by the study of disciplines (modules): "International Economics", "International Marketing", "International Finance", "Enterprise Economics", "Organization of Production".

The module "Transnational Corporations: Coursework" provides the foundation for further study of the following disciplines (modules): "Global Economics", "Management of Enterprise Foreign Economic Activity ", "Management of International Competitiveness", "Financial Management", and serves as a means of forming a students' systematic understanding of the global business environment functioning, which will contribute to the balanced, conscious and reasonable implementation of the graduate work analytical part.

## GENERAL PROVISIONS

**The purpose** of the coursework is a theoretical knowledge systematization on the chosen topic and analysis by the work requirements, as well as an acquisition of skills in the use of transnational corporations' management tools.

**The main tasks** of the coursework are the study of the current state and directions of TNC development, the students' ability, basing on the credit module learning results, to demonstrate the following results:

**Knowledge of:**

- essence, content and scope of TNC activity;
- specifics of the formulating and functioning of TNC strategies;
- research methods of TNCs' production, commercial and economic activities;
- factors that have an impact on the TNCs' creation and development.

**Skills:**

- to have basic categories and definitions;
- to analyze economics phenomenon, processes and trends in the field of global entrepreneurship;
- to analyze and explain the essence of the research results;
- to use in practice economic analysis methods of the TNCs' functioning;
- to compare the effectiveness of direct foreign investment processes by different corporations;
- to develop strategies for diversifying the TNCs' activities in a particular market of the chosen country.

**Experience:**

- in the critical and systematic perception of sectoral and regional peculiarities of TNCs' activities, as well as the features of interaction between transnational corporations and national economies;
- in the formation of a theoretical knowledge system and an acquisitions practical skill in analyzing the modern transnational corporations' activities and the global business environment;
- in the ability to evaluate the peculiarities of interaction between TNC and national economies to provide appropriate recommendations.

## MAIN STAGES OF COURSEWORK IMPLEMENTATION

Coursework is recommended to implement in the next stages:

1. Choose a topic of coursework from the proposed list or a topic that isn't on the list, but is interesting for the student. The topic chosen by a student outside the proposed list must be agreed with the teacher.
2. View literature to the topic of coursework: professional (monographs, articles, other scientific publications of the current period); legislative and regulatory materials relating to the topic of the research; information provided on official Internet resources to the topic of research, for example, web-sites of transnational corporations and international organizations.
3. Choose and systematize the research base. Chosen information must be distributed between units.
4. Develop a plan-content of the coursework.
5. Write coursework.
6. Coursework design, verification the compliance with requirements (design, percentage of plagiarism).
7. Preparing a presentation of the completed work.
8. Coursework and presentation submission to peer review (upload to the appropriate Google Classroom folder in time).
9. Preparation for the coursework defense (previous verification of the report logical construction and speech timing).
10. Coursework defense.

It is recommended for students to keep to the schedule of coursework implementation (table 1) and to submit the coursework to peer review in time.

Table 1

## A tentative schedule of coursework implementation

Week	The name of the stage of the work	Study time, hours	
		Class work	Independent work
2	Choice and approval of the topic, if necessary	0,5	0,5
3-4	Choosing and systematization the research base, screening and study of literature, finding the information about TNC	—	5
5	Implementation of the Section 1	—	5
6	Implementation of the Section 2	—	6
7	Implementation of the Section 3	—	9
8	Preparing a presentation about the research results	—	3
9	Coursework submission for review	—	—
10	Coursework defense	1	—
Total		1,5	28,5

## THE CHOICE OF THE COURSEWORK TOPIC

The coursework topic is chosen by the student in accordance with his/her own interests and according to the list of recommended topics presented in this manual and by the teacher agreement (Appendix H).

### ***Pay attention!***

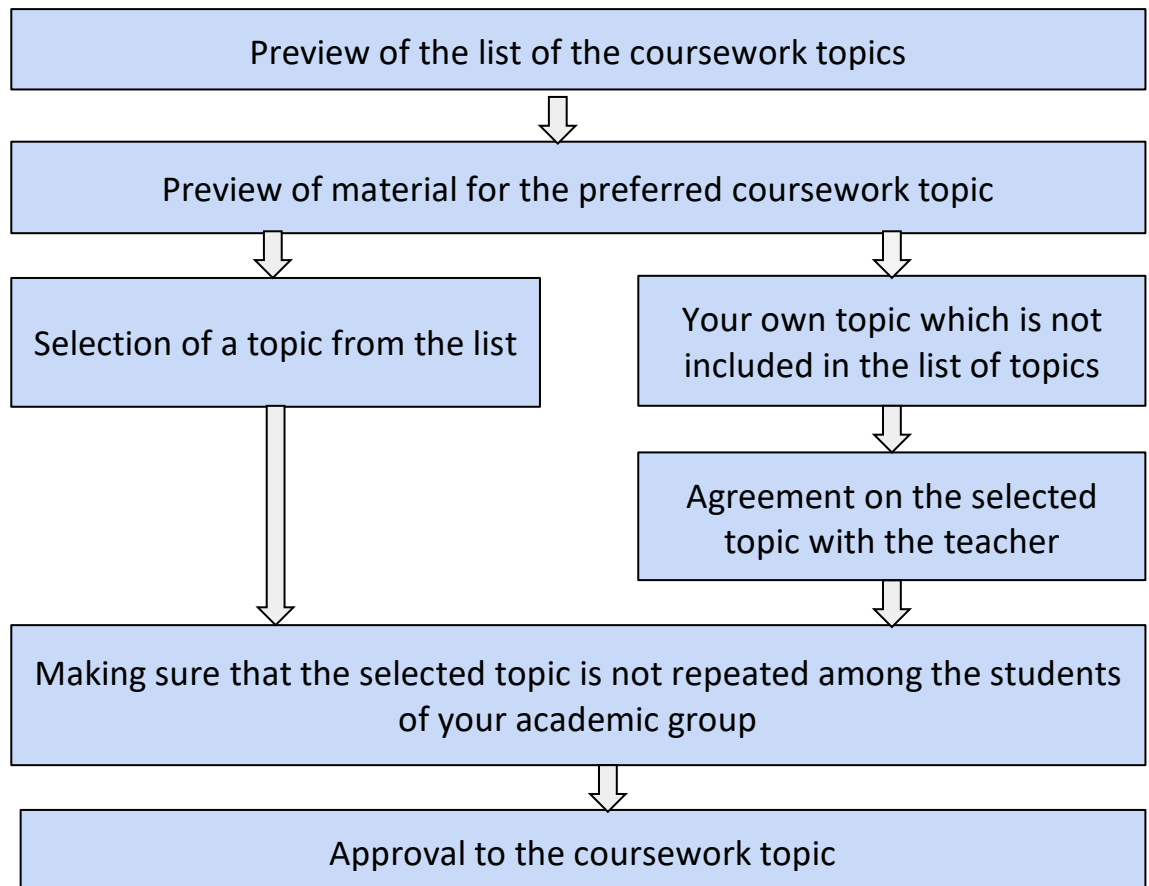
*During the coursework implementation, it is easy to make a mistake under the influence of information that is already available on the Internet or in other resources, as well as the existing coursework structure that has already been successfully defended by other students earlier. There are cases when the Department of International Economics receives students' works that have already passed the evaluation process at our department in previous periods. This approach to tasks disrupts scientific ethics and restricts students in their scientific growth. If such coursework is found, it isn't allowed to defense and is returned to the student without evaluation results.*

*It is important to check the work for plagiarism before submitting it and make sure that it does not exceed the standards outlined in this manual.*

The student can propose his/her coursework topic under the appropriate justification of its development feasibility and previous agreement with the teacher.

It is not allowed to choose one topic by several students within the same academic group. The process of choosing a topic is shown in Fig. 1.





**Fig. 1.** The process of choosing the coursework topic

## PREVIEW OF MATERIAL FOR THE COURSEWORK TOPIC

A student chooses the research base individually taking into account his/her scientific and practical interests.

Before a student starts writing the coursework, at the stage of choosing a topic, a student should find the appropriate scientific literature and documentation, statistical data and other material on the chosen topic, examine their content for the level of availability and sufficiency to write the work.

At this stage a student may need a list of basic and additional literature from the course, as well as useful information sources which are at the end of this manual.

After the analysis a student should select the sources that will be used while writing the coursework and systematize them according to the chosen topic and to the requirements for the content of the coursework chapters.

## **DRAWING UP A PRELIMINARY PLAN OF THE COURSEWORK**

Work planning involves drawing up a preliminary plan of the coursework, which is a logical sequence of researched issues. Such a plan is used at the first stages of work and helps present the material logically, clearly depict the sequence of the chosen issue study. In the process of coursework writing this plan may be adjusted. The final form of this plan represents the content of the coursework.

The content of the coursework should give a general idea about the direction of the study and reflect the logical connection between its parts. It also includes a list of main issues that are logically related and consistently reveal the content of the coursework topic.

## THE COURSEWORK WRITING

It includes analysis and processing of theoretical and statistical data, examples of the practical implementation of the chosen issues. In order to analyze data, a student can use all methods and techniques for processing information he knows that are applicable and appropriate in this study.

In the process of writing the coursework, a student can send the teacher parts of it to check if he/she needs the consultation or explanation. The main requirements for design are given below.

Duties of the academic advisor:

- giving students advice on choice of coursework topics;
- offering the titles of the chapters;
- recommending sources of information about the chosen topic;
- giving advice on working on certain difficult parts of the coursework;
- monitoring the completion of the coursework writing;
- giving advice on improving the level of meaningfulness of the coursework;
- monitoring the quality of the coursework design;
- to provide a qualitative characteristic about the coursework before the defense.

# COMPOSITION, SCOPE AND STRUCTURE OF THE COURSEWORK

There are the following requirements for the structure of the coursework, as the original (author's) theoretical and applied research:

- a title page (is made according to Appendix A);
- content;
- introduction;
- theoretical part (theoretical overview of the chosen topic);
- analytical part (analytical study on the chosen topic);
- practical part (do the task of the chosen variant);
- conclusion;
- appendixes (if necessary);
- references.

**The title page** should contain the name of the university and the department where the coursework is implemented, the name of the discipline and the coursework topic, the surname and initials of the student, the year at university and the academic group, information about the academic advisor and the mark about the absence of plagiarism (Appendix A).

**The content** of the coursework contains the complete, clear, understandable and stylistically literate names of all its parts with the numbers of the initial pages of these parts (alignment of the numbering is carried out on the right edge of the sheet). The names of chapters and subchapters should briefly reflect the essence of the issues. The content of the coursework usually is not more than on one page (Appendix B).

**The introduction** contains justification for the chosen topic of the research, topicality, an aim and tasks of the coursework, description of the methods used by the author in the study. The recommended scope of introduction is 1-2 pages of text (Appendix C).

**Topicality.** Particular attention should be paid to the phrasing of the essence of the issue. In general, the problem of the study reflects the contradiction between the real state of the object of research and the requirements of society to increase the effectiveness of its functioning. The scientific problem is often a controversial situation that needs to be solved. It arises from the discovery of new facts that do not fit into

the framework of previous theoretical ideas, and none of the theories of the international economy is able to explain these facts. Thus, the choice of the problem mainly determines the directions of scientific search of the student. The recommended scope of topicality is 1-2 paragraphs.

The purpose of the study should be clearly reflected in the topic and conclusion.

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***The purpose of the study is a one-sentence main content to which the study is devoted.***

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Without the existing problematic situation of the study, it is very difficult to determine the purpose of the work. The purpose of the work consists in solving the problematic situation.

The tasks and methods of the coursework should clearly subordinate to the purpose of the work and be aimed at its consistent achievement. It is recommended to formulate the tasks of the study as a list of specific means of achieving the goal: "analyze", "generalize", "define", "find out", "justify", "develop" etc. The list of these tasks should be done as meticulously as possible, because the description of their solution should form the content of the coursework.

A necessary element of introduction is a list of research methods that serve as a tool for obtaining the data and its processing and is a prerequisite for achieving the purpose of the work. The list of methods should be made not generally, detached from the content of the work, but briefly and meaningfully determining what exactly was researched by a certain method. It will enable to make sure that these methods are selected logically and appropriately.

Solution of the problems set in the coursework should be carried out using the following methods (the list is not full):

- general methods: analogy, system analysis, formalization;
- methods of logical abstraction: analysis and synthesis, induction and deduction;
- economic and mathematical methods: factor, system-structural analysis;
- methods of economic and statistical analysis: tabular, graphic, grouping, classification;
- marketing methods: SWOT, matrix, observation, survey;
- methods of expert diagnostics: ranking, comparison, evaluation.
- The level of uniqueness of introduction must be at least 95%.

The coursework consists of three sections.

**Section 1** contains the main theoretical provisions that characterize the object and subject of the study, methodological approaches to their identification, characteristics and assessments. Section 1 also contains best practices of solving theoretical and practical problems; scope is approximately 5 pages (Appendix C).

**Section 2** presents economical, statistic and other characteristics of multinational companies in the chosen by a student country (region). In this section also should be presented the factors of influence on the activities of TNC, their analysis and their assessment. While working on the second section, the student should show and use his analytical and calculating skills. Scope is 5 - 8 pages (Appendix D).

**In the Section 3** student should give the detailed solution of the task with intermediate and final conclusions. Scope is 3-5 pages (Appendix E).

**Conclusion.** It is the final part of the coursework. The main results of each section of the study should be presented according to the purpose and tasks of the work reflected in the introduction. The text of conclusion should be concise and should not exceed 1 – 2 pages. All tasks set in the work must be solved. The coursework should include: conclusions to each task, followed by a general conclusion with recommendations. The uniqueness of this structural part must be not less than 95% (Appendix F).

**The list of references** includes a list of literary sources compiled accordingly by the current normative documents. The list should contain links to the websites of international, governmental, statistical organizations, as well as annual reports of companies (in accordance with the topic of research). It is necessary to use scientific periodicals. Each printed work from the list must include: the author's last name, the full name of the monograph, manual or article; city, publishing house and year of publication; number of pages. The list of references must contain at least 10 items.

**Appendixes.** In this part of the coursework big tables (one full page and more pages) may be given, as well as auxiliary flowchart, quotations from normative documents or statistical materials, forms of financial statements that served as the information base of the study, other materials that could not be included in the main part of the work due to the large amount.

**The total scope** of the coursework should be 15-25 pages of A4 text.

## COURSEWORK DESIGN

**Table 1**

### Technical requirements for course work

Page orientation	A4, portrait orientation
Margins	Top, Bottom, Left - 20 mm, Right - 10 mm
Space between the names of sections and subsections	15 - 20 mm (about 1.5 intervals)
Basic font	Times New Roman
Font size of the text	14 points It is allowed to use a smaller font size (10 points) for areas of text that have an auxiliary value
Line spacing	1,5
Text alignment	Width
Paragraph indent	1,25
Page numbering	Lower right corner
Graphic material (pictures, diagrams, schemes)	<p>They have to be places right after the text where they are mentioned for the first time, or on the next page.</p> <p>The pictures have to be an integral graphic object (grouped). After presenting the graphic material – you have to indicate the source [1, p. 34] or developed by the author; compiled by the author based on [2, p. 45; 3, p. 76], etc.).</p> <p>Illustrations also have to be numbered and have to have names that are placed outside the grouped graphic object (for example, Fig. 1. Dynamics of the TNCs number in the world).</p> <p>Picture orientation: portrait.</p> <p>The frame around the figure is not placed (remove the frame in the margin settings).</p>
Tables	<p>The number materials or statistic information has to be presented in a table that has a serial number, is right-aligned (for example, Table 1) and title (printed above the table in the middle in bold, the text of the table is in Times New Roman, size 12, space 1).</p> <p>The font size of the text is usually 2 points smaller than the main font.</p>



	<p>After the tables you have to indicate the source [1, p. 34], developed by the author; compiled by the author based on [2, p. 45; 3, p. 76], etc.).</p> <p>Tables (except for tables in appendices where letters are also used) are numbered in Arabic numerals throughout the section. If the table is large or broken, you must specify the column numbering, which goes to the next page. In front of the transferred part in the top right corner it is written "Cont'd table 1".</p> <p>Appendix C</p>
Formulas	Are entered using the formula editor (internal formula editor in Microsoft Word for Windows)
Lists	<p>Example of list design:</p> <p>A) 1. List _____;</p> <p>2. List _____.</p> <p>Б) 1) list _____;</p> <p>2) list _____.</p> <p>В) – list _____;</p> <p>– list _____.</p>
References	References in the text should be given in square brackets, for example, [3, p. 35; 8, p. 56-59], in which the first digit indicates the ordinal number of the source in the bibliography, and the second - the page in this source; one source (with a page) is separated from another by a semicolon, the bibliographic list is given at the end of the work.
Technical requirements for references	References (drawn up according to the requirements published in the National Standard of Ukraine "Information and documentation. Bibliographic references. Terms and assembly rules" NSTU 8302: 2015
Appendixes	<p>Material of the course work, which is not directly related to the disclosure of the questions (reference tables, mathematical calculations, results of calculations), may be placed in the appendixes.</p> <p>Capital Ukrainian letters indicate appendixes.</p> <p>Each appendix is started from a new page.</p>
The amount of work	15 - 25 pages

## SUBMISSION OF THE COURSEWORK FOR THE REVIEW

After finishing writing the coursework, it has to be signed by student with pointing the mark about no plagiarism.

*I certify that there is no plagiarism from another works, written by other authors, without relevant references.*

Student \_\_\_\_\_  
(Signature)

Student can check up the level of plagiarism independently, using free apps which are available on the Internet, for example: UNICHECK or Strikeplagiarism.

For checking up the English-language original sources for plagiarism, students may use followings links:

1. <http://www.plagtracker.com/>
2. <http://www.scanmyessay.com/>
3. <http://www.plagscan.com/seesources/analyse.php>
4. <http://plagiarismdetector.net/>
5. <http://sourceforge.net/projects/antiplagiarismc/>

Coursework is given on time to the department of international economy for its registration and giving to the teacher, who is responsible for this work. Variants for presentation of the coursework:

- electronic form (a title page has to be printed, signed by a student, scanned and loaded to the personal electronic cabinet; the work has to be signed separately);
- in a paper form (work is given in a paper form with the signature of student).

Work curator carries out criticizing and evaluation of quality of the coursework, makes conclusion about the admitting it to the presenting.

## THE MAIN STEPS OF PRESENTATION OF COURSEWORK RESULTS

The day and time of presentation of the coursework results is determined by the teacher-supervisor according to the schedule of the educational process.

To disclose the content of the course work, the student has 5-7 minutes (3 - 5 minutes for the report, the rest is for answering to commission's questions). The report should be concise and consist the following components:

- relevance of the chosen topic;
- structure of work (names of topics);
- main conclusions for the work.

For the presentation of the work the student may compose abstracts.

While presentation the results, the student must present an aim, task, describe a problem situation, bring results of his/her study, give reasonable conclusions and suggestions in relation to the decision of problem.

The coursework presentation is assessed against a number of criteria, marked in this work. After the finishing of the performant, commission has to sum all of the points for writing and presenting of the coursework.

The members of commission, that are present during the presentation may also put some questions to the student. The discussion of results of the presentation is on the closed meeting. The decision of commission is presented by the Head of the Commission after finishing this meeting. Results are marked on a title page and is put to the statement list and to the report card.

## CRITERIA OF EVALUATION OF COURSEWORK

The final mark of the coursework must be based on the next quality indicators

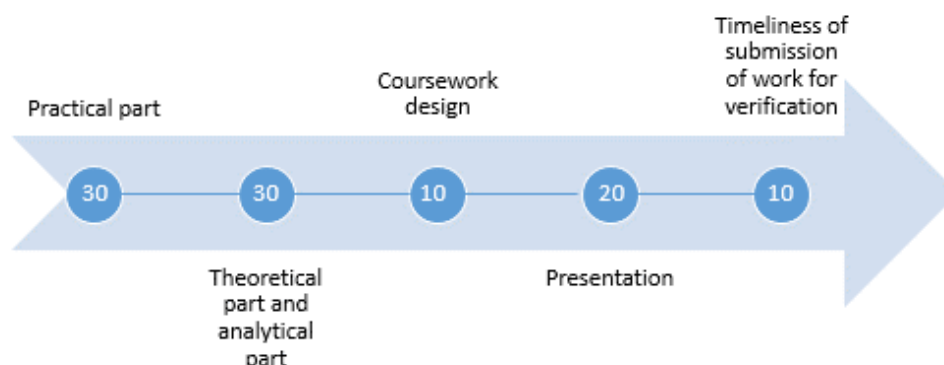
### **Maintenance of the coursework**

- actuality of select topic and orientation for development of practical recommendations;
- the level of achievement of the goal and solving the problems raised by student in his/her coursework;
- right using of methodological and diagnostic methods in economic research;
- the multiple approach to addressing a raised problem;
- the level of validity of the measures and decisions;
- logic of construction, using the special terminology and quality of the coursework.

### **The presentation of the coursework results**

The final estimation for a coursework is based on the results of presentation and is represented in a review. During the presentation a student must show the understanding of theoretical bases and progress of modern problems of international economy trends in area of trans nationalization of economic relations, to protect his/her own point of view. The basic requirements: ability to concisely clearly and logically state the main content and conclusions of the work; ability to explain the point of view with arguments; the high level of economic and general knowledge

## DESCRIPTION OF RATING SYSTEM



The rating system of our coursework has two constituents. The first (starting) characterizes activity of student in implementation of writing part of coursework and it's result - quality of text, tabular, schematic, graphic material, design of work, timeliness of its presentation for verification. The second part characterizes the quality of the presenting.

"The weight" of the starting part is 60 points, and the second part is 40 points.

### 1. Starting constituent:

- a timeliness of implementation of chart of work is 10 points;
- presence of all structural elements, a logical structure of work is 10 points;
- actuality, unicity and intermediate conclusions, calculations and recommendations, is 10 points;
- accuracy of application of research methods is 5-3 points;
- quality of implementation of requirements and normative documents is 10-5 points;
- quality of schematic, tabular and graphic materials is 10- 5 points;
- the conformity of the list of references to recommendations is this book is 5-3 points

### 2. Components of course work defense:

- the quality if the report, the level of mastery of the materials is 10-5 points
- clarity of the presented results of the work is 10 – 5 points
- quality of answers to questions 5 – 3 points
- the level of substantiation of the accepted decisions 10-5 points
- ability to tell your opinion

3. The sum of all points is transferred to the "credit point" according to the table:

**Table 2**

**Table of correspondence of rating points to grades on a university scale**

Number of points	Evaluation
100-95	Excellent
64-60	Poor
74-65	Fair
84-75	Good
94-85	Very good
Admission conditions are not met	Not allowed
Less than 60	Unsatisfactory

The grade "excellent" is given for the course work, which contains a logically sound and holistic theoretical study, where the student confidently uses the methods and tools of economic analysis, provides relevant statistics and analyzes them. The work must correctly solve the proposed problem according to the chosen option, as well as reflect the progress of solving this problem. Current topics are chosen, and the results of the work have practical significance. The author made conclusions that reflect all the tasks set in the work. The study must be completely independent. The work is executed in accordance with the requirements above and timely submitted for review. Another important requirement is a concise and freely announced report and correct answers to the questions of the commission members.

In case of incomplete fulfillment of the requirements above, the student may have "good", taking into account the degree of non-fulfillment, they are evaluated as "very good" or "good". It is also possible to reduce the score in the case of incomplete disclosure of the topic or in the case of incomplete implementation of the tasks. At the same time, the requirements for registration of work in accordance with the above requirements and its timely submission for inspection remain unchanged.

"Satisfactory" is set with a significant number of omissions and shortcomings of a substantive nature, with a vague wording of the above provisions. The lack of analytical and mathematical apparatus also leads to a decrease of the point. Depending on the degree of shortcomings, the ratings

are "fair" and "poor". At the same time, the requirements for registration of work in accordance with the above requirements and its timely submission for inspection remain unchanged.

The grade "unsatisfactory" is given to the course work with significant shortcomings both in essence and in the design.

Course work is not allowed to be presented in the following cases:

- violation of the established requirements for design;
- establishing the fact of plagiarism;
- violation of the deadlines for submission of work for defense, established by the regulations.

## THE TASK FOR THE COURSEWORK

The task for the course work consists of three sections of the main part - theoretical, analytical and practical (task). The task is performed according to the following items. Certain items may be removed by the supervisor, or the student may be offered to have additional assignments with the obligatory agreement of the supervisor.

### Task 1. Theoretical part

A list of references on the topics is given in Appendix C. If a student wants to change his / her topic, it is necessary to agree with the teacher and approve it.

### Task 2. Analytical part (according to the country or group of countries selected in the theoretical part).

Analyze the activities of multinational companies in the selected region (country or group of countries) by the following indicators:

- the number of corporations in the selected region, their position in the ranking of corporations in the world (Global 500), data on revenue and number of employees, industry affiliation.
- The index of transnationalization of the selected corporation (number of countries, presence of foreign assets in total assets, foreign sales in total sales, ratio of foreign staff in total staff)
- the volume of foreign direct investment
- GDP and GNP of the selected country

Data should be presented in tabular and graphical forms.



## THE LIST OF THE RECOMMENDED LITERATURE

### Base literature:

1. Transnacional`ni korporaciyi : navch. posib. / S. V. Vojtko, O. A. Gavry`sh, O. O. Korogodova, T. Ye. Moiseyenko. – Ky`yiv : KPI im. Igorya Sikors`kogo, Vy`d-vo «Politexnika», 2016. – 208 s. – Bibliogr. : s. 180 – 100 pr. ISBN 978-966-622-804-1
2. Transnational Corporations : Educational textbook / S. V. Voitko, O. A. Gavrysh, O. O. Korohodova, T. E. Moiseienko. – Kyiv : Igor Sikorsky Kyiv Polytechnic Institute, Publishing House "Polytechnica", 2020. – 202 p. – Bibliogr.: p. 178. ISBN 978-966-000-000-0
3. Transnacional`ni korporaciyi: kursova robota [Elektronny`j resurs] : navch. posib. dlya stud. special`nosti 051 «Ekonomika», specializaciyi «Mizhnarodna ekonomika» osvitr`ogo stupenya bakalavr za dennoyu formoyu navchannya / KPI im. Igorya Sikors`kogo ; uklad.: Korogodova O. A., Moiseyenko T. Ye. – Elektronni tekstovi dani (1 fajl: 0,913 Mbajt). – Ky`yiv : KPI im. Igorya Sikors`kogo, 2019. – 50 s. – Nazva z ekrana. Dostup : <http://ela.kpi.ua/handle/123456789/27971>
4. Transnacional`ni korporaciyi: konspekt lekcij [Elektronny`j resurs]: navch. posib. dlya stud. special`nosti 051 «Ekonomika», osvitr`oyi programy` «Mizhnarodna ekonomika» / KPI im. Igorya Sikors`kogo; uklad.: Moiseyeko T. Ye. – Elektronni tekstovi dani (1 fajl: 21 MB). – Ky`yiv: KPI im. Igorya Sikors`kogo, 2020. - 225 s. – Nazva z ekrana. Dostup :
5. Transnacional`ni korporaciyi [Elektronny`j resurs]: ukrayins`ko-anglijs`ko-rosijs`ky`j slovny`k osnovny`x terminiv z dy`scy`pliny` [«Transnacional`ni korporaciyi»] / NTUU «KPI» ; uklad. S. V. Vojtko, O. O. Korogodova.. – Elektronni tekstovi dani (1 fajl: 618 Kbajt). – Ky`yiv : NTUU «KPI», 2014. – 30 s. – Nazva z ekrana. – Dostup : <http://ela.kpi.ua/handle/123456789/10658>

### Additional literature:

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9. Moiseienko T. Ye. Pobudova protsesno-orientovanoi systemy upravlinnia pidpriemstvom, yak elementu stratehii staloho rozvytku / T. Ye. Moiseienko // Efektyvna ekonomika. 2015. № 11. Rezhym dostupu do zhurnalu: <http://www.economy.nayka.com.ua/?op=1&z=4533>

## Information resources

**Table 3**

### List of electronic information resources

The name	Web-site
The largest international abstract and scientometric database of peer-reviewed literature: scientific journals, books and conference proceedings	<a href="https://www.scopus.com/home.uri">https://www.scopus.com/home.uri</a>
Scientometric database	<a href="http://web.ofknowledge.com">web.ofknowledge.com</a>
The site of the Academic Council of KPI. Igor Sikorsky, abstracts	<a href="http://rada.kpi.ua/">http://rada.kpi.ua/</a>
National Library named after Vernadsky (scientific resources)	<a href="http://www.nbuv.gov.ua/node/1539">http://www.nbuv.gov.ua/node/1539</a>
Canadian dissertations in open access	<a href="http://amicus.collectionscanada.ca/s4-bin/Main/BasicSearch?l=0&amp;id=&amp;v=0&amp;coll=18">http://amicus.collectionscanada.ca/s4-bin/Main/BasicSearch?l=0&amp;id=&amp;v=0&amp;coll=18</a>
United Nations	<a href="http://www.un.org">www.un.org</a>
NATO	<a href="http://www.nato.int">www.nato.int</a>
Organization of economic cooperation and development	<a href="http://www.oecd.org">www.oecd.org</a>
World Trade Organization	<a href="http://www.wto.org">www.wto.org</a>
European Union	<a href="http://www.europa.eu.int">www.europa.eu.int</a> <a href="http://www.eurunion.org">www.eurunion.org</a> <a href="http://www.europa.eu">www.europa.eu</a>
Western European Union	<a href="http://www.weu.int">www.weu.int</a>
Council of Europe	<a href="http://www.coe.int">www.coe.int</a>
Organization for Security and Co-operation in Europe	<a href="http://www.osce.org">www.osce.org</a>
Eurostat	<a href="http://www.europa.eu.int/en/comm/eurostat/">www.europa.eu.int/en/comm/eurostat /</a>
European Space Agency	<a href="http://www.esa.int">www.esa.int</a>
OIL	<a href="http://www.nafta.org">www.nafta.org</a>
African Union	<a href="http://www.africa-union.org">www.africa-union.org</a>
African Development Bank	<a href="http://www.afdb.org">www.afdb.org</a>
Organization of American States	<a href="http://www.oas.org">www.oas.org</a>
Bank for Inter-American Development	<a href="http://www.iadb.org">www.iadb.org</a>
Latin American Integration Association	<a href="http://www.aladi.org">www.aladi.org</a>

Association of Caribbean States	<a href="http://www.acs-aec.org">www.acs-aec.org</a>
ASEAN	<a href="http://www.aseansec.org">www.aseansec.org</a>
Asian Development Bank	<a href="http://www.adb.org">www.adb.org</a>
Pacific community	<a href="http://www.spc.int">www.spc.int</a>
United Nations Conference on Trade and Development	<a href="http://www.unicc.org/unctad">www.unicc.org/unctad</a>
International Organization for Migration	<a href="http://www.iom.int">www.iom.int</a>
International Labor Organization	<a href="http://www.ilo.org">www.ilo.org</a>
The World Bank	<a href="http://www.world-bank.org">www.world-bank.org</a>
European Bank for Reconstruction and Development	<a href="http://www.ebrd.org">www.ebrd.org</a>
European Patent Office	<a href="http://www.european-patent-office.org">www.european-patent-office.org</a>
Bank for International Settlements	<a href="http://www.bis.org">www.bis.org</a>
The International Monetary Fund	<a href="http://www.imf.org">www.imf.org</a>
International Chamber of Commerce	<a href="http://www.iccwbo.org">www.iccwbo.org</a>
US Department of Commerce	<a href="http://www.ita.doc.gov">www.ita.doc.gov</a>
Organization of the Black Sea Economic Cooperation	<a href="http://www.bsec.gov.tr">www.bsec.gov.tr</a>
CIS statistics	<a href="http://www.cisstat.com">www.cisstat.com</a>
Verkhovna Rada of Ukraine	<a href="http://www.rada.gov.ua">www.rada.gov.ua</a>
Cabinet of Ministers of Ukraine	<a href="http://www.kmu.gov.ua">www.kmu.gov.ua</a>
Ministry of Finance of Ukraine	<a href="http://www.minfm.gov.ua">www.minfm.gov.ua</a>
Ministry of Economic Development and Trade	<a href="http://www.me.gov.ua">www.me.gov.ua</a>
Base of normative acts of Ukraine	<a href="http://www.nau.kiev.ua">www.nau.kiev.ua</a>
Official bulletin of current legislation of Ukraine	<a href="http://www.gdo.kiev.ua">www.gdo.kiev.ua</a>
Ukrainian legislation and legal information resources	<a href="http://www.liga.net">www.liga.net</a>
Works of famous economists (extracts from primary sources)	<a href="http://gallery.economicus.ru">gallery.economicus.ru</a>
National Parliamentary Library of Ukraine	<a href="http://www.nplu.kiev.ua">www.nplu.kiev.ua</a>
Library of the Verkhovna Rada of Ukraine	<a href="http://www.rada.gov.ua/LIBRARY/index.htm">www.rada.gov.ua/LIBRARY/index.htm</a>
Book Chamber of Ukraine	<a href="http://www.ukrbook.net">www.ukrbook.net</a>
Ukrainian Institute of Scientific, Technical and Economic Information	<a href="http://www.uintei.kiev.ua">www.uintei.kiev.ua</a>
State Scientific and Technical Library of Ukraine	<a href="http://www.gntb.n-t.org">www.gntb.n-t.org</a>
Library of the Ukrainian Academy of State Department under the President of Ukraine	<a href="http://www.academy.kiev.ua/library">www.academy.kiev.ua/library</a>

Scientific Library named after M. Maksymovych Kyiv National University. T.G. Shevchenko	<a href="http://lib-gw.univ.kiev.ua">lib-gw.univ.kiev.ua</a>
Scientific Library of the National University "Kyiv-Mohyla Academy"	<a href="http://www.library.ukma.kiev.ua">www.library.ukma.kiev.ua</a>
Scientific and Technical Library named after GI Denisenko KPI them. Igor Sikorsky	<a href="http://www.library.ntu-kpi.kiev.ua">www.library.ntu-kpi.kiev.ua</a>
ARIFR	<a href="http://www.smida.gov.ua">www.smida.gov.ua</a>
SSMSC	<a href="http://www.ssmc.gov.ua">www.ssmc.gov.ua</a>
LLC "PFTS. New technologies »	<a href="http://www.istock.com.ua">www.istock.com.ua</a>
CJSC "Infinservice"	<a href="http://www.finance.ua">www.finance.ua</a>
LLC "Stock Market Agency"	<a href="http://www.sma.ua">www.sma.ua</a>
Annual reports of companies	<a href="http://www.annualreports.com/">http://www.annualreports.com/</a>
International Organization for Standardization	<a href="http://www.iso.org">http://www.iso.org</a>
Nobel laureates in economics	<a href="http://www.nobelprize.org/nobel_prizes/economic-sciences">http://www.nobelprize.org/nobel_prizes/economic-sciences</a>
International Federation of Trade Associations	<a href="http://fita.org">http://fita.org</a>
International Franchising Association	<a href="http://www.franchise.org">http://www.franchise.org</a>

# APPENDIXES

**Appendix A**

Ministry of Education and Science of Ukraine  
National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute"

FACULTY OF MANAGEMENT AND MARKETING

INTERNATIONAL ECONOMY DEPARTMENT

**COURSE WORK**  
“Transnational corporations”

Topic: «\_\_\_\_\_»

Completed by:  
**Students Name,**  
US-\_\_ group  
051 "Economics"

Head:  
**Tetiana Moiseienko**  
Associate Professor of the  
International Economics Department

Scores: \_\_\_\_\_ Rating: \_\_\_\_\_

Members of the commission:

\_\_\_\_\_  
(surname and initials) (signature)

\_\_\_\_\_  
(surname and initials) (signature)

\_\_\_\_\_  
(surname and initials) (signature)

I certify that there are no borrowings in this work  
from the works of other authors without relevant references  
Student \_\_\_\_\_

Kyiv – 20\_\_\_\_

—

**Appendix B**

Sample design content

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## Appendix C

### Sample introduction design \*

#### Introduction

**Actuality.** Transnational companies, which are cross-border businesses, try to maximize their efficiency by increasing profitability, reducing costs, opening new markets, diversifying, and more. One of the forms of cooperation used by TNCs to achieve this goal is strategic transnational alliances. The scale of production, labor and financial resources of TNCs are growing exponentially with increasing competition. Because of this, the creation of alliances is seen as an alternative to continuous growth in production to achieve competitive advantage.

The main area of formation of strategic alliances since the XXI century is the high-tech industry with a significant impact of informatization processes, where certain individual TNCs have a significant level of R&D expenditures. By involving joint forces in alliances for research and development, structures of transnational type of entrepreneurship strengthen their positions in competitive markets, share costs among themselves; receive information support to improve production and optimize the production process. The greatest benefit for individual participants is the creation of competitive advantages in the production of unique products through interaction with other transnational structures.

The purpose of the course work is to study the theoretical and methodological and practical aspects of the interaction of individual TNCs in the form of strategic transnational associations to identify the strengths and weaknesses of these entities.

In accordance with the purpose, the following **tasks** are set in the work:

1. Identify forms of interaction of individual TNCs;
2. Investigate the conditions for effective cooperation in strategic alliances with the distribution of advantages and disadvantages for the parties that have joined the alliance;
3. Describe the actions of the Government of the Netherlands in terms of relations with transnational structures.

The course work uses a dialectical and historical-logical approach, the method of analysis and synthesis, deduction and retrospective, as well as statistical, tabular and graphical methods to build a comparative quantitative description of TNCs by country of origin.

## **Appendix D**

### **Example of text design of the main part (section 1, theoretical)\***

#### **SECTION 1. THEORETICAL INVESTIGATION OF PROCESSES OF INTERACTION OF INDIVIDUAL TNCs**

##### **1.1. Interaction of individual TNCs and forms of organization of strategic transnational alliances**

Strategic transnational alliances are agreements on cooperation between firms on a temporary basis, which does not lead to mergers or acquisitions with the cost of purchasing assets, but with a competitive advantage from the cooperation of the parties.

In the middle of the twentieth century, the processes of mergers and acquisitions were widespread as an economic way to penetrate foreign markets. An alternative from the late twentieth century. was the creation of strategic alliances without pooling capital and without the cost of acquiring assets. They are created in advanced industries such as biotechnology, electronics, telecommunications and services. Every year the number of strategic alliances increased by 25% [1].

The parties to the alliance combine not only national but also regional characteristics. One of the options for organizing the alliance is to create a three-pole structure with coordinators in the regions: the United States, Western Europe and some countries in Southeast Asia [2]. Such an organization is a manifestation of the global degree of regionalization. However, there are also transnational and national degrees (created within one country). Mergers between US TNCs and Western European corporations are common, but there are also some similar formations in Western Europe, such as the Eureka program and the European Space Agency [1]. The largest number of strategic transnational alliances is in the United States (64.1%) and Germany (25.6%), followed by China (19%).

*\*source – coursework of Kugiy Anna*

## Appendix E

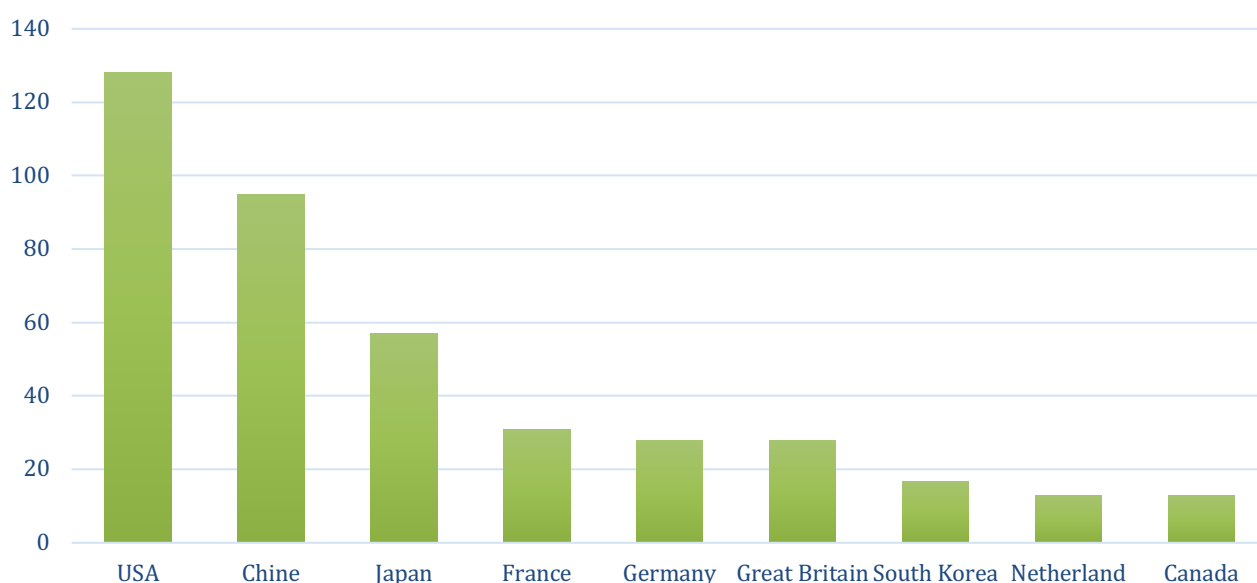
### Example of the text of the main part (section 2, analytical)\*

## SECTION 2. CONSIDERATION OF TRANSNATIONALIZATION PROCESSES IN AN INDIVIDUAL COUNTRY

### 2.1. Characteristics of the relationship between the Dutch government and multinational companies

The Netherlands is as much a participant in economic processes as any other country open to foreign trade. According to the World Bank methodology, this country is a developed country and serves both as a home country and a host country for multinational companies. This state is among the top ten countries among the countries where the headquarters of the parent companies are based.

Thus, as of 2016, according to the Global 500 rating, the largest number of parent companies was in the United States, China, Japan, France, Germany, Great Britain, South Korea, Canada and the Netherlands, Fig. 1. There are 13 registered parent companies in the Netherlands, on a par with Canada.



**Fig. 1.** Countries based on the largest TNCs in the Global 500 rating [8]

The Global 500 ranking identifies the largest TNCs in terms of income in the Netherlands. The companies are presented in table. 1.

*\*source – based on Kugiy Anna coursework*

## Appendix F

### Example of conclusion\*

#### Conclusion

The course work identifies the main centers of strategic transnational alliances: the United States, Western Europe, some countries in Southeast Asia. An alliance based on the Eureka project, which specializes in the aerospace industry, has been identified within Europe. By organizational forms, the following are distinguished: international leasing, franchising, transnational consortia, turnkey contracts. In addition, the main industries in which the largest number of alliances have been established have been identified: biotechnology, electronics, information and telecommunications systems.

The next part considers the possibilities of accession of the parties to create strategic transnational alliances and describes the positive and negative aspects of joining them. Among the positive features are the distribution of risks and costs in R&D. Among the shortcomings should be noted the likelihood of imbalance of forces of the intervening parties, which leads to further competition instead of effective activities under the joint project.

The main conditions of alliance interaction are determined: the scale of the alliance network, the quality of companies, the level of competitive relations within the alliance, the management structure. Examples of the existence of transnational strategic alliances and the functioning of some of them in terms of effective interaction are given.

The transnational structures of the Netherlands have been studied, both from the point of view of the home country and from the point of view of the host country. The main activities of the TNCs present and the place of the country itself among the leaders in terms of the presence of the head office, according to the Global 500 rating, have been identified.

*\*source – coursework of Kugiy Anna*

Appendix G

Example of table design

Example:

Table 2.1

Table name

Table cap			
Line name	Contents of the line	Contents of the line	Contents of the line

Table 2.1

Table name

Table cap	Table cap
1	2
Line name	Line name

-----  
continued table. 2.1

1	2
Line name	Line name

---

**Table cap** – this is the part of the table that contains the contents of the vertical graphs. It can consist of one or several floors (tiers).

---

## LIST OF TOPICS FOR COURSE WORK

1. Globalization and protectionism in international economic relations
  2. Internationalization of business in the context of the spread of protectionist tendencies in the world
  3. Analytical centers of TNCs
  4. Relationships with governments TNC-based and host countries
  5. Centralization and decentralization of multinational companies management
  6. Features of management of TNCs with state capital
  7. Financial-industrial groups as structures of transnational type of entrepreneurship
  8. Joint ventures as a form of international organizations
  9. Total quality management system (TQM) and its place in TNCs
  10. The growing role of innovation in the activities of TNCs
  11. Knowledge management as a basis for the development of a multinational company
  12. Network organizations of TNCs
  13. Virtual corporations as forms of international entrepreneurship
  14. The genesis of corporate social responsibility
  15. Environmental problems in the activities of TNCs
  16. Features of corporate governance in the XXI century
  17. Socially responsible transnational corporations
  18. TNCs and the problems of modern international relations
  19. Outsourcing in the activities of transnational structures
  20. Consulting in TNCs
  21. Features of motivation policy in multinational companies
  22. HR-management and Head Hunters in transnational structures
  23. Management of intellectual capital in TNCs
-

24. Management decisions in the business of TNCs
  25. Planning activities, implementation of plans and resource provision of transnational companies
  26. Organization of interaction between the parent company and its divisions
  27. Management of financial flows of transnational structures
  28. TNCs in the economies of developed countries
  29. TNCs in the economies of developing countries
  30. TNCs in emerging economies
  31. TNCs in underdeveloped countries
  32. TNCs in inland countries
  33. TNCs in international financial markets
  34. Interaction of transnational corporations with startups
  35. Management of a multinational team of TNCs
  36. Agreements on cross-border mergers and acquisitions.
- Characteristics of the largest transactions
37. Distinctive features of American TNCs
  38. Distinctive features of Chinese TNCs
  39. Distinctive features of European TNCs
  40. TNCs and the circular economy
  41. TNCs in Industry 4.0.
  42. Features of development of high-tech TNCs
  43. The process of transnationalization of the company
  44. Cooperation of international organizations with transnational corporations
-